



SEED: Coalitions for Community Growth

STEM, Energy, and Economic
Development

Pilot City Quarterly Convening
10.11.16



A Federal Interagency Partnership:

Department of Housing and
Urban Development (HUD)
Department of Energy (DOE) &
Department of Education (ED)

Agenda: Quarterly SEED Virtual Convening



- I. SEED/HUD Overview
- II. SEED Pilot Site Presentations
 - I. Quick update of all sites
- III. First Book
- IV. Metrics
- V. Next Steps
- VI. Questions/Discussion

What is S.E.E.D.?: STEM, Energy and Economic Development



- **Place-based initiative building local coalitions to:**

- I. Increase energy-literacy
- II. Facilitate STEM opportunities
- III. Promote job-driven skills

Federal Partners



- **SEED Coalition's are committed to preparing residents of public housing localities for current and future in-demand STEM & Energy jobs**

National Partners



CARNEGIE SCIENCE CENTER

One of the four Carnegie Museums of Pittsburgh



**BOYS & GIRLS CLUBS
OF AMERICA**



- **5 Pilot Cities**

- Denver, CO
- Tampa, FL
- Cleveland, OH
- San Antonio, TX
- Austin, TX



The CorpsNetwork
Strengthening America through
service and conservation

US2020

Igniting Moments of Discovery

Mission Statement



- **MISSION STATEMENT:** SEED is increasing economic opportunity for public housing residents through place-based energy literacy, STEM & Energy education and workforce training.

THE VISION FOR SUN VALLEY

THE VISION FOR SUN VALLEY

A. A CELEBRATED SUN VALLEY



A.1 Build upon Sun Valley's History and Assets

A.2 Encourage Diversity

A.3 Celebrate Culture

B. A CONNECTED SUN VALLEY



B.1 Reknitting Neighborhoods

B.2 Integrated System of Parks and Public Spaces

B.3 Enhance Walkability and Bikeability

B.4 Make Transit Convenient

C. AN INNOVATIVE SUN VALLEY



C.1 Transit Oriented Development

C.2 Stadium Entertainment Destination

C.3 Open For Business

C.4 A Vibrant Corridor

D. A HEALTHY SUN VALLEY



D.1 Healthy For People

D.2 Healthy for the Environment

D.3 Healthy for the Economy

TRANSFORMATIVE PROJECTS

The seven projects are identified as the most critical steps to positively transform the station area.

Multi-layered and long-term in nature, these projects will take a concerted effort by both public and private sectors. All energy and resources should be harnessed toward making these a reality. Only through executing these projects can Sun Valley truly transform and achieve the vision of a celebrated, connected, innovative and healthy station area.

1. 13TH AVENUE



2. RIVERFRONT PARK



3. STADIUM, ENTERTAINMENT & CULTURE



4. HIGH QUALITY RESIDENTIAL COMMUNITIES



5. CONNECT PEOPLE WITH JOBS AND EDUCATION



6. 10TH AVE



7. FEDERAL/COLFAX INTERCHANGE





SEED Pillar I

Public Infrastructure & Environmental Stewardship

- Our MHYC YouthBuild youth will be the first youth to work on an EcoDistrict if our CNI application is approved for the Sun Valley neighborhood.
- Final District Energy design complete June 30, 2016
- District energy company formation in process to manage future production
- Ninety percent of land transaction(s) are negotiated
- Energy production partnership includes geothermal and photovoltaic
- New Pilot project for battery storage (for PV) under negotiation
- Continuing to work through pilot project with City Public Works for inclusion of “green streets”
- Completing programming for future job program through district energy
- 13th Avenue realignment engineering and public process will be complete in Nov
- All third party engineering consultants will be contracted through SVED in Nov 2016 to launch all technical designs



SEED Pillar II Education

- Ongoing STEM events offered
 - Pop Culture Classroom, Robotics, 2 tech camps, Children's Museum, Museum of Nature & Science, gardening program, DPD, photography, 4-H
- 6 new STEM Partnerships created
 - Open Media Foundation, UCAR – University Corporation for Atmospheric Research, Horse Equine Program, CSU & UNC, 303 Choir
- 52 youth participated in SEED/STREAM activities in Quarter 4



Pillar III

Job-Driven Skills

- SVEA Program funded by City of Denver – Office of Economic Development in Sun Valley focused on SEED opportunities
 - **Targeted Industries**
 - **Links Trainings to Employment Opportunities in Neighborhood**
 - 28 residents currently employed
 - **15 residents completed training**
 - Business Services Microsoft ic3 training
 - Customer Service Academy
 - Healthcare Academy
 - Sherwin Williams
 - **Upcoming training, Construction/Light Industrial**
 - **YouthBuild** – Corpsmembers provide water and energy efficiency measures to our public housing residents home
 - DHA applied for funding to craft a solar training program for residents to be trained in the solar industry

SEEDS for a Sustainable Tampa



Pillar I: Energy Literacy

Tampa Housing Authority received a \$50,000 grant from Johnson Controls, Inc. to implement our Sustainability Ambassadors program over a 3-year period. Program goals are:

- Train 30 residents as Sustainability Ambassadors
- Provide job skills training for 10 residents pursuing a career in an energy-related field
- Increase energy and water savings at each identified property, 9 properties overall

SEEDS for a Sustainable Tampa



Pillar II: STEAM Education



SEEDS for a Sustainable Tampa



SEEDS for a Sustainable Tampa



Pillar III: Economic Development

- **ConnectHome:** Internet Café, workshops, and Parent-Child Home Program



- **Job Fairs hosted by Tampa Housing Authority**



SEEDS for a Sustainable Tampa



- **Jobs Plus Initiative:** Receipt of \$2,500,000 award to create a STEAM Workforce Ecosystem with 21 community partners. Robles Park Village Jobs Plus Initiative will:
 - Create a TechConnect Crew
 - Create STEAM Ahead Drivers
 - Focus on STEAM career pathways in: healthcare, technology, construction, culinary arts, and manufacturing

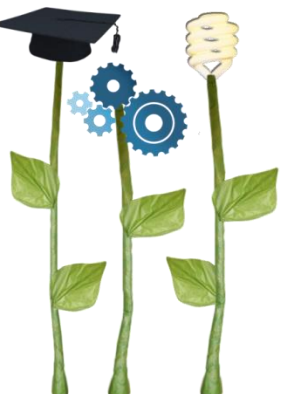


- 432 Units with a total population of 1,093
- Working Age: 429
- 0-5 YOA: 294
- K-12: 347
- Over 62: 26
- Average Income of Employed: \$2,989.18

SEED Initiative: Energy Literacy



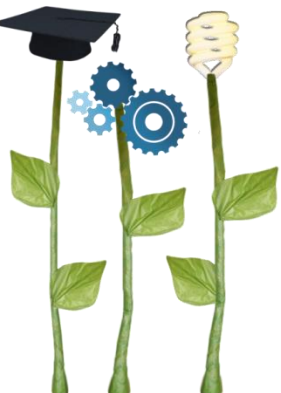
- **Alternative Fuel Vehicles**
 - Recently awarded Local Government Innovation Fund grant in conjunction with City of Cleveland, and local University Hospital to perform feasibility study for conversion of fleet vehicles to AFV (electric, biodiesel, etc.)
- **Energy Consultant**
 - Issued contract to consultant who will be helping to develop a resident engagement program, evaluate existing EPC, give recommendations for next EPC or extension of EPC
- **Energy Benchmarking**
 - As part of Better Buildings commitment, recently have submitted all energy data into portfolio manager to calculate a baseline for energy reduction goals



SEED Initiative Pillar II: STEM Education



- **Cleveland Connects Training and Device Distribution**
 - CMHA has distributed almost 300 tablets and mobile Wi-Fi devices to children in 169 households
 - Each child and their parents have received training on the tablet and Wi-Fi device including how to use the internet, internet safety, device safety and responsibility
 - Free hard-wired internet service is currently being installed at CMHA's Cedar Highrise (156 senior apartments). Each apartment will receive an internet device and training on how to use the device and the internet
 - 23 Residents have attended a 4-week computer training program and received a free computer at the completion of the course
- **Afterschool Programs**
 - New to the 2016 school year, CMHA has included at least 45 minutes of STEM activities each day into its afterschool curriculum at 4 sites with more than 300 children
 - FirstBook- CMHA received its \$250 worth of educational books from the FirstBook opportunity
 - 20 youth attended the American Community Gardening Conference, learning about biodiversity, nutrition, and gardening
- **Green Team**
 - CMHA Urban Agriculture Training program visited the Great Lakes Science Center, Holden Arboretum, Lake Farm Park, Ohio Agriculture Research and Development Center, and received cooking and nutrition demonstrations from a renowned local chef



SEED Initiative Pillar III: Workforce Development



- **Major Construction Projects**
 - Almost 40 CMHA residents have been hired to perform construction work on three large construction projects, and we're gearing up to hire residents for the next construction project scheduled to begin in December
 - All residents receive job readiness and job skills training before starting on the projects
- **Sherwin-Williams Training Program**
 - The next round of Sherwin Williams trainees started training Monday October 3, on their way to earning an EPA RRP certificate
- **Jobs Plus**
 - Celebrating 1 year of the Jobs Plus Program
 - 468 residents have engaged, 240 members are enrolled, 43 are receiving JPEID benefits
 - 71 residents have been placed in jobs
- **Youth Opportunities Unlimited**
 - This summer, CMHA hosted 43 resident interns across the agency in different positions such as construction, inspections, and applications





SAHA | **SAN ANTONIO**
HOUSING AUTHORITY
Opportunity Lives Here

S.E.E.D. Virtual Convening

SAHA Update

October 5, 2016

Pillar 1: Energy Literacy



- SAHA Is Achieving a Reduction in Energy Consumption:
 - San Antonio Housing Authority (SAHA) is currently working on an Energy Performance Contract (EPC)
 - 6 properties will be impacted
 - 3 Family, and 3 Elderly Disabled properties totaling 2180 units.
 - Staff will be presenting “Energy Literacy” training as part of Quarterly Resident Council training.
 - Staff coordinating an Energy and Sustainability Resource Fair to be held Spring 2017, coinciding with SAHA Farmer’s Market Days.

Pillar 2: STEM Education



- SAHA is Providing STEM Opportunities for Public Housing Youth:
 - Connect Home
 - Courses at Springview, Cassiano, and Alazan - expanding to Lincoln Communities
 - Curriculum for youth includes digital literacy, digital awareness/security and introduction to coding
 - Exploring opportunities for youth to become “Digital Ambassadors “ will tie in with partner opportunities.
 - Summer Youth Employment Program
 - 6 Placement sites had STEM incorporated into position
 - Currently working with SA Works for additional STEM placements in 2017.
 - Partnership with SA Works will also expand youth opportunities from summer placement to college level internships.
 - Education Investment Foundation Scholarships
 - College graduates (previous scholarship recipients) addressed over 150 current scholarship recipients and youth at summit (August 2016)
 - Key note speaker, young woman who received a Bachelor’s degree in Electrical Engineering and doubled minored in math and computer engineering
 - 40% of college scholarship recipients are in STEM fields of study this year (17 of 43 awards)

Pillar 2: STEM Education Cont.



- SAHA is Providing STEM Opportunities for Public Housing Youth:
 - YMCA Partnership - Trip to NASA
 - YMCA is an on-site partner at Alzan, and has been providing a STEM Summer Camp in conjunction with Texas A&M Engineering Program.
 - 10 Youth ages 11-17 had an opportunity to join an on-site summer Robotics team, and ended their program visiting NASA for the weekend (Aug 12-14.)
 - Expanding Program Opportunities
 - Youth Code Jam
 - Saturday Family Explorations - Upward Bound students teach digital citizenship, early coding and pocketlab experiments (November 19, 2016)
 - TechTEAM Fellows - two paid fellows per site, high-school Jr's and Sr's (January 2017)
 - Afterschool Club - 16 week coding club, with "Family Hour" with Scratch for Middle school, and Python or Java for High school students
 - Girls Inc.
 - After school coding club for girls - focus on "Strong, Smart, and Bold" (November 2017)
 - San Antonio Hispanic Chamber - CORE4 STEM (November 2016)
 - All American Army Bowl (January 2017)

Pillar 3: Workforce Development



- SAHA Is Achieving an Increase in Employment and Training Opportunities for Public Housing Residents:
 - ConnectHome
 - Springview; an example of commitment and success
 - Resident Council, Community Engagement, Job Placement,
 - 7 Digital Ambassadors from East Side, and 3 from West Side
 - Section 3 Participation
 - The Job Referral Program has referred 26 residents to job opportunities.
 - 38 residents have been trained in various courses offered by contractors and partners
 - Resume writing and interviewing skills, job search strategies, dressing for an interview, an overview on the "Green" jobs industry, practical training on Microsoft Office programs, and how to operate a scissor lift.
 - As of January 2016, 6 residents have been permanently employed as a direct result of the Section 3 program.

Pillar 3: Workforce Development



- SAHA Is Achieving an Increase in Employment and Training Opportunities for Public Housing Residents:
 - Workforce on Wheels (W.O.W. Bus)
 - Partnership agreement between SAHA, Workforce Solutions Alamo (WSA), and Alamo Community Colleges (ACCD)
 - Has held “Hour of Code” classes, and will be rolling out to Public Housing sites to deliver workshops focused on technology and job success.
 - HPOG - Health Professions Opportunity Grant
 - SAHA is actively recruiting and enrolling students into the HPOG program
 - Alazan and Springview are enrollment sites, removing the initial barrier of transportation
 - Expect to enroll 60 adults by end of 2016, and 150 adults in 2017.
 - Workforce Solutions Alamo - local WIB
 - Job Developer and Job Placement Coordinator meeting with WSA Staff to explore career pathways for in-demand occupations, and developing relationships with employers.



Here in June, energy stakeholders including HACA residents, staff, Austin Energy, Austin Water, Texas Gas, Pecan Street memorialize the SEED Initiative. Staff from HUD and the Department of Energy supported the Kick Off.

SEED Quarterly Update

Housing Authority of the City of Austin

October 11, 2016

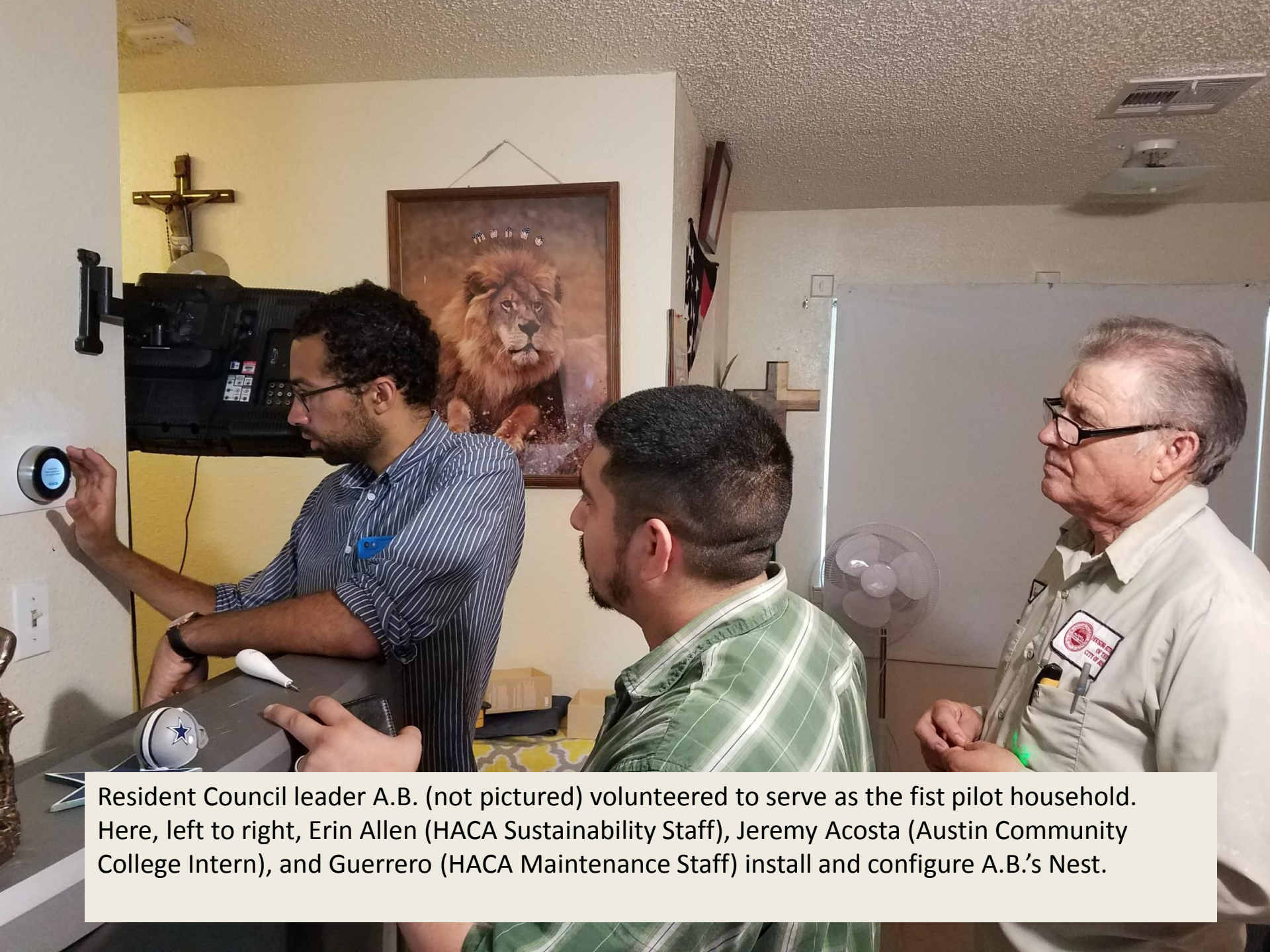
Key Milestones June – Sept. 2016



- Shadowbend Apartments
 - Completed 3- hour Nest training for seven HACA planning, maintenance and property staff
 - Installed three Nest thermostat “pilot” households and conducted 2-hour training
 - Hired one Energy Ambassador
 - Community Center now has a Nest thermostat!
- Austin Energy refining Energy Ambassador training and collateral to be provided to HACA properties
 - Pre-survey complete and tested
 - Debate over how much information to provide; whether to focus on electricity or water; how to ‘certify’ Energy Ambassadors



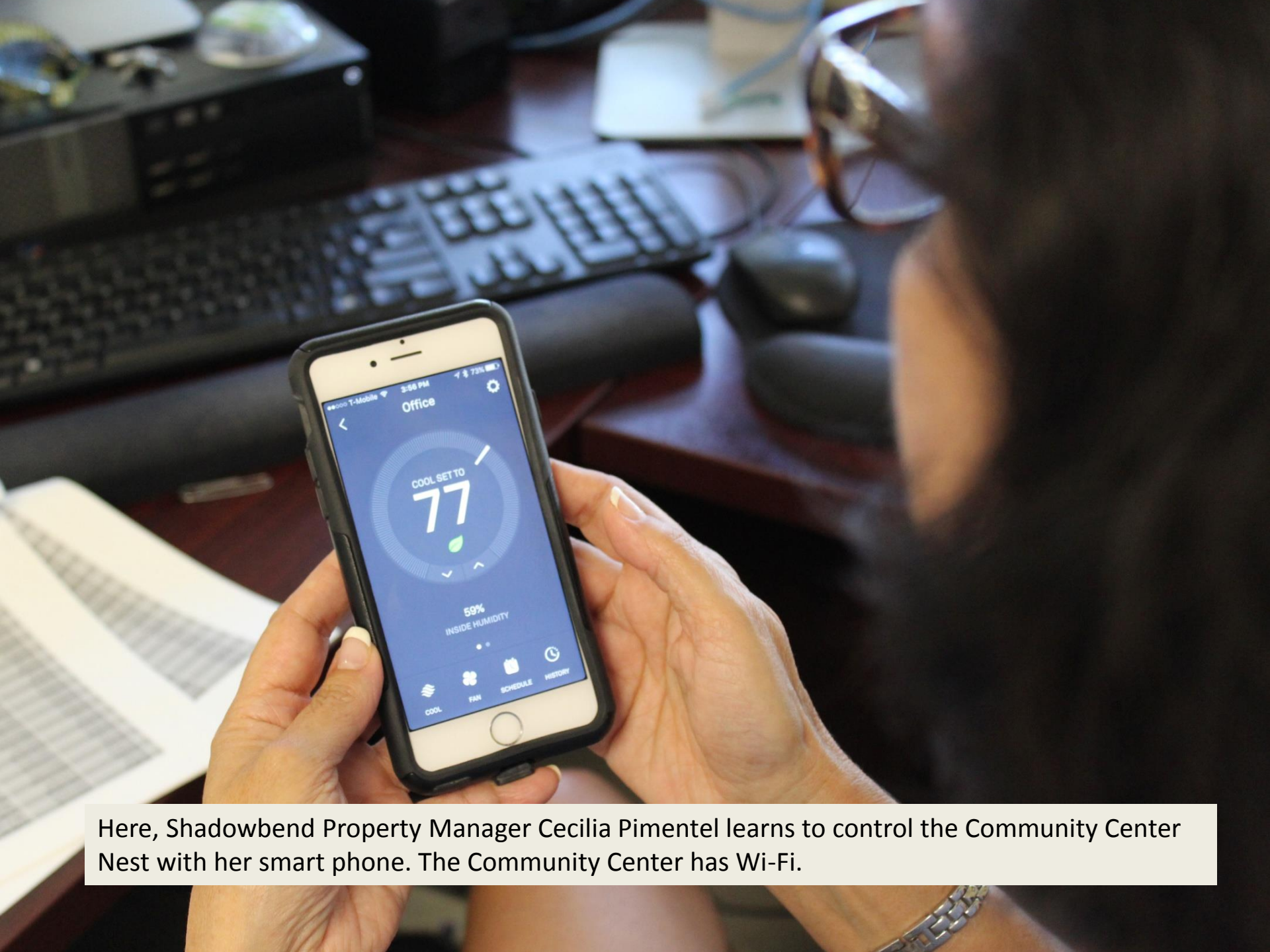
Most HACA residents never learn to program their Honeywell thermostats. Our SEED initiative will teach them how to do this. Here we prepare to change the Community Center thermostat.



Resident Council leader A.B. (not pictured) volunteered to serve as the first pilot household. Here, left to right, Erin Allen (HACA Sustainability Staff), Jeremy Acosta (Austin Community College Intern), and Guerrero (HACA Maintenance Staff) install and configure A.B.'s Nest.



Here Jeremy teaches the second pilot household how to set the Nest thermostat. To save money in September, this family agreed to set the thermostat to 84 degrees. This family had never programmed their Honeywell programmable thermostat.



Here, Shadowbend Property Manager Cecilia Pimentel learns to control the Community Center Nest with her smart phone. The Community Center has Wi-Fi.

Next Steps



- Lessons Learned
 - “It’s intuitive!” – *Yes!* The look and feel is similar to a mechanical dial even though it is a digital thermostat
 - “It’s intuitive...” – *Not!* Configuring the thermostat relies on a “Web 2.0” visual language. There is a learning curve!
 - HACA residents are less confident about their knowledge of how to save energy than we expected
- Next Steps October – December, 2016
 - Complete pre-surveys, Nest & Honeywell training, and remaining 22 installs at Shadowbend
 - Add Nest to list of charges
 - Ensure Energy Ambassadors have a “certificate” and hold office hours



FIRST BOOK: *USING BOOKS TO ENHANCE YOUR COMMUNITIES*

OCTOBER, 2016, QUARTERLY SEED CONVENING

First Book is a nonprofit, social enterprise that provides new, high quality books and educational resources to children in need.

First Book is transforming lives and elevating the quality of education.



**3 million children
annually**



**150 million books
and resources
distributed to date**



First Book's Reach and Impact

**275,000 educators
serving children in
need**

**Book distribution
activities in 30
countries**



**Award-winning
social impact
model**



the Need:

Access to quality education is not equal



A record number of low-income kids...

More than half of U.S. public school students live in low-income households¹



lack access to resources...

Two thirds of children from low-income families don't have books²



then fall behind and don't reach their potential.

79% of fourth graders from low-income households do not read proficiently – a key predictor of a child's future success³



The impact of this cycle is staggering.

Poor educational outcomes are tied to future poverty, unemployment, illness, dependence on welfare, social exclusion and crime⁴



1: National Center for Education Statistics, 2015

2: National Center for Children in Poverty, 2013

3: Annie E. Casey Kids Count, 2014

4: World Literacy Foundation, 2012

Children aren't the only ones lacking access; millions of educators serving kids in need lack resources to maximize their impact in the classroom.

Critically, first book's model works on two levELS



First Book does two important things simultaneously:

Provides children with books and materials they need.



Provides educators with resources and professional development tools they need.



While both aspects of this model are important, the union of these two components is what makes First Book's work so powerful.

The First BOOK Network

First Book is country's largest supply pipeline providing books and educational resources to children in need.



First Book works with schools and programs serving children from low-income families ages 0-18.



First book constantly collects data from those we serve



Overwhelmingly, educators report needs in three critical areas:

Highest quality
Resources at low prices

Diverse and culturally
Appropriate content

A range of additional
resources beyond books

Guided by this data, First Book has developed two distribution models providing books and educational resources to kids in need.

AGGREGATE



LISTEN



INNOVATE + RESPOND

First Book's two distribution models

First Book has pioneered two innovative models to deliver affordable, high-quality educational resources to kids in need.



First Book Marketplace



First Book National Book Bank



AGGREGATE



LISTEN



INNOVATE + RESPOND

Distribution model one: First Book marketplace



***The First Book Marketplace** offers highest-quality books/resources at deep discounts to the First Book's Network. To do this, First Book:*

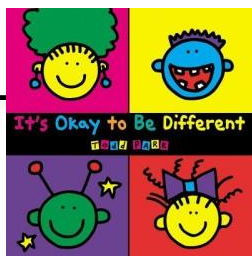
- **Aggregates new market of 275,000 educators serving kids in need.**
- **Makes inventory selection based on educator guidance and feedback.**
- **Focuses on diversity and unique network needs.**
- **Offers 6,000+ award-winning/high quality titles at an average cost of \$3.00 (including shipping and handling).**



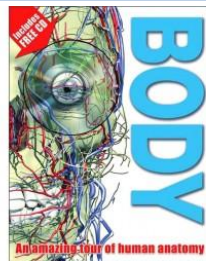
RESPONDING to Needs in a range of categories



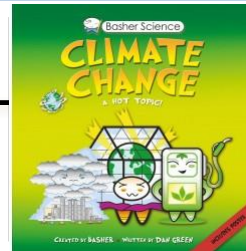
Sample content areas (more than just literacy!) :



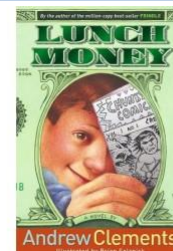
**Diversity
Resources**



STEM Resources



**Environmental
Resources**



**Financial Literacy
Resources**



**21st Century Skills
Resources**

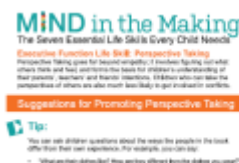
Sample resource areas (more than just books!) :



**Digital
Devices**



**School
Supplies**



**Educator
Resources**



Clothing



**Hands-On
Learning**



**Basic
Needs**

AGGREGATE



LISTEN



RESPOND

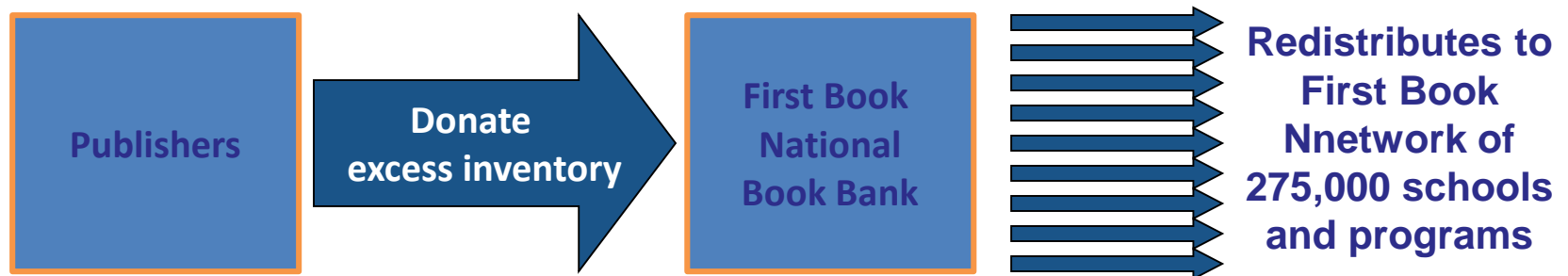
DISTRIBUTION MODEL TWO:

First Book National book bank



The First Book National Book Bank is the only central clearinghouse for donations of excess industry in North America; working with more than 90 different imprints.

- Publishers donate books to First Book.
- First Book makes these books available to the First Book Network.
- Educators choose the books most appropriate for their children.
- Books are free; educators pay only shipping and handling.



The First Book National Book Bank distributes 8 to 10 MM books each year.



Housing Programs and Books



Public Housing Communities have used books from First Book in the following ways:

- Alexandria Housing Authority used books as gifts for children living in their community. For a year, at all of the event where children would have traditionally received other gifts (toys, candy, etc.) they gave each child a book. For example, during Halloween instead of candy, Alexandria Housing Authority gave each child a book.
- Dallas Housing Authority received books earlier this year and used the books to support their afterschool programs in several locations throughout the city.
- Chicago Housing Authority and Operation Warm distributed over 12,000 books to CHA residents at their annual coat giveaway event. Each child was able to select books to take home to begin building their home library.
 - This year First Book will be distributing 20,000 books at the Operation Warm Event!

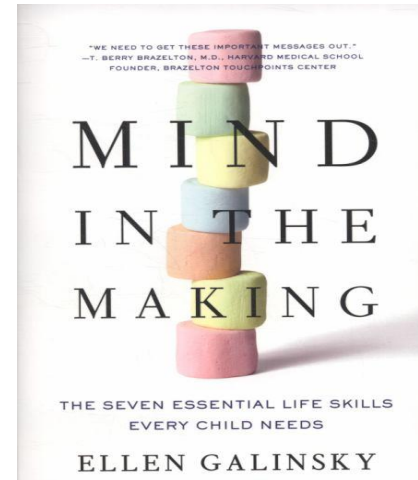
Establish family reading challenges or family book clubs

Mind in the Making: The Seven Essential Life Skills Every Child Needs.



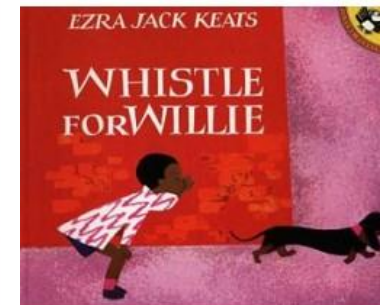
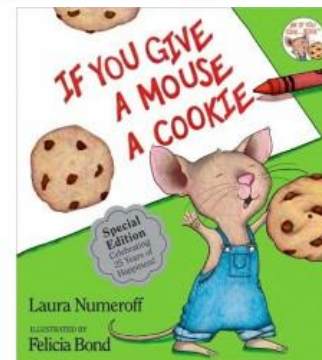
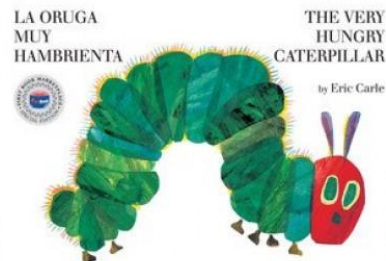
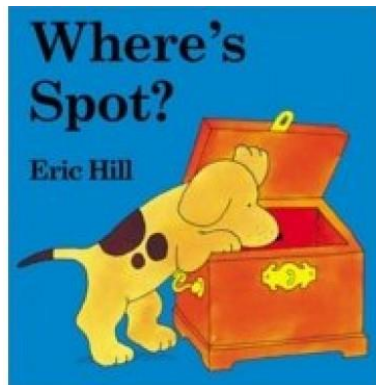
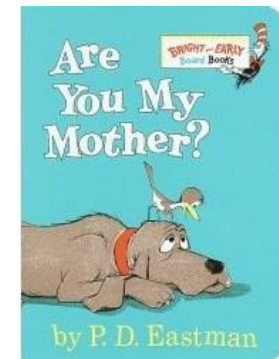
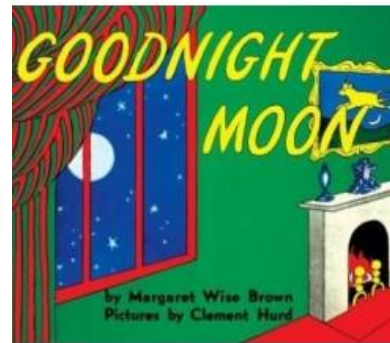
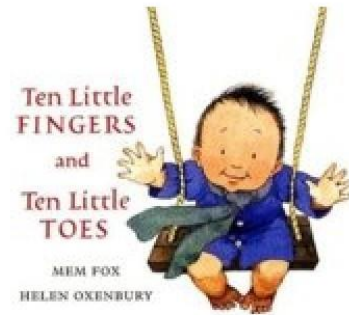
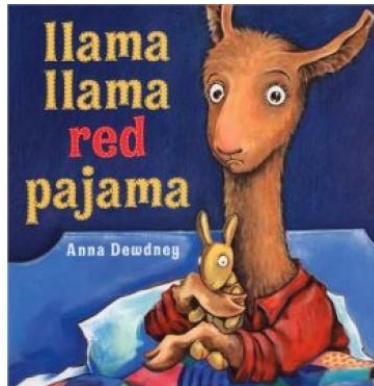
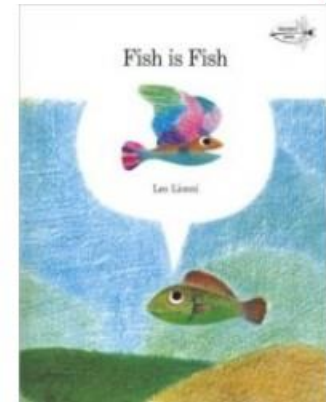
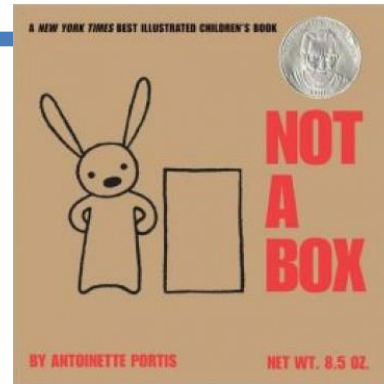
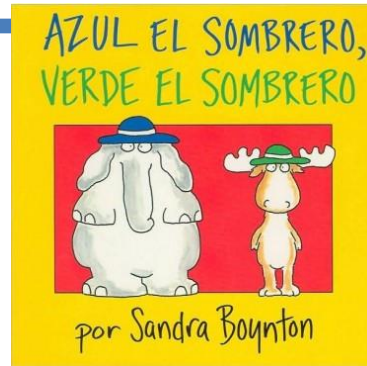
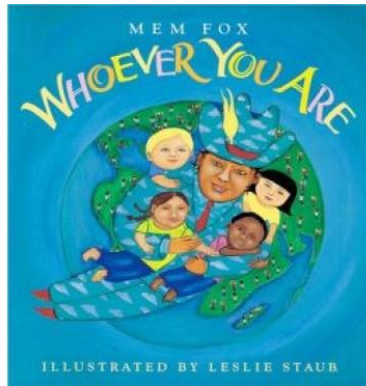
In Ellen Galinsky's best-selling, research-based book, she identifies the seven essential Executive Function skills children should develop for success in life. The seven skills are:

- Focus And Self Control
- Perspective Taking
- Communicating
- Making Connections
- Critical Thinking
- Taking On Challenges
- Self-directed, Engaged Learning



Through our work with The Families and Work Institute, First Book received funding from Popplestone Foundation to share with programs in our network for access to Mind in the Making books and tip sheets.

Select Titles in the Mind IN The Making Collection



Mind in The Making– Opportunity for free Books!!



To receive \$250 worth of FREE books from the Mind In The Making collection, you will need to take the following steps:

1. Opt-in to the opportunity at the end of this webinar.
2. Register with First Book (www.firstbook.org/HUD)
3. On or about October 13, you will receive an email with instructions about how to use your promotion code.

The opportunity will be limited to the first 20 Public Housing Authorities (PHAs) who register AND complete their order



Today, we reach over 275,000 programs and
educators serving kids in need.
Over a million more need our help.

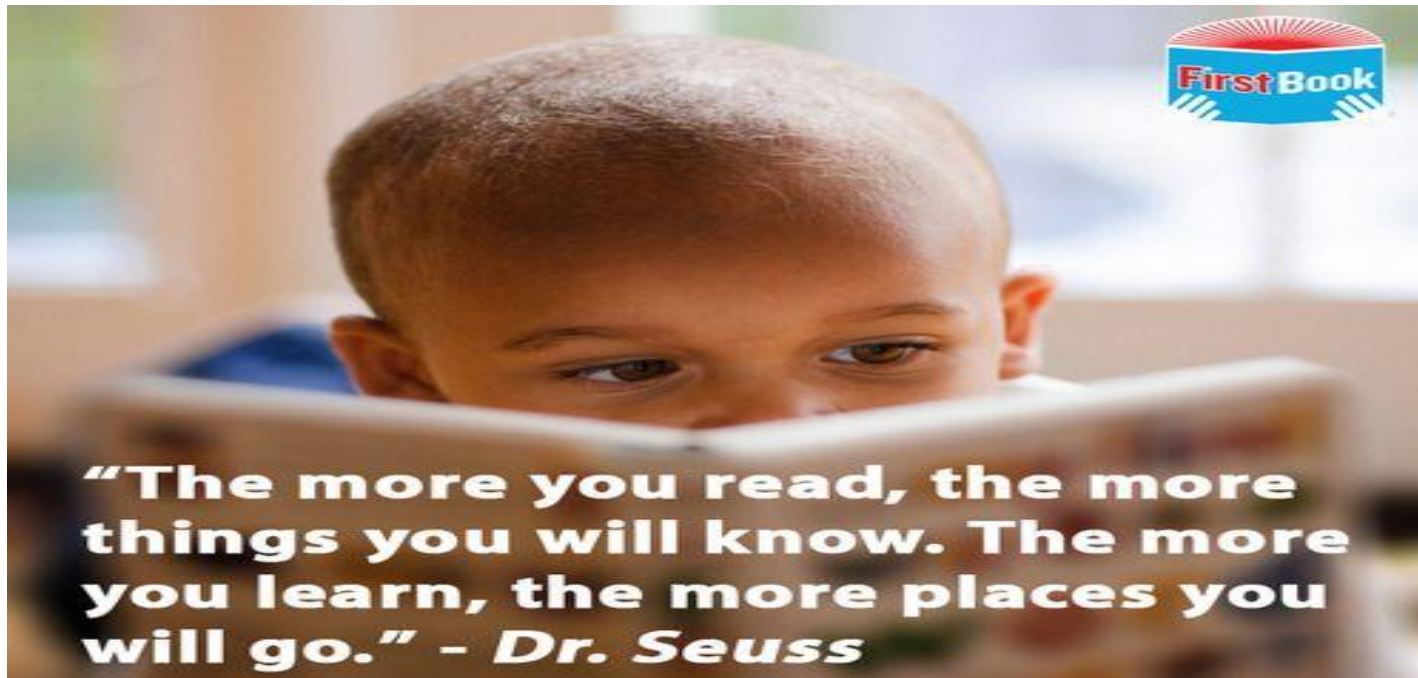
**Together, we have the power to reach
all children living in low-income
communities.**

Join us and give every child the chance to read,
learn and succeed.

www.firstbook.org/HUD

JOIN US

Contact information



Candace Radoski
Director, Partner Development
cradoski@firstbook.org

Metrics Analysis Q #3



Metric	CGI Goal	Current Total
Pillar 1: Energy Literacy	600 individuals	2,821 (470%)
Pillar 2: STEM Education	8,000 Students	3,853 (48%)
Pillar 3: Workforce Development	1,000 trained	680 (68%)
	1,000 employed	362 (36%)
Long Term Measures Pillar 1	Energy Savings at properties with SEED participants	\$200,499 (dec. \$56,964)
Long Term Measures Pillar 2	Number of new partnerships created for SEED	30 Avg. (dec. 4)
	Number of existing ongoing partnerships supporting SEED	74 Avg. (inc. 5)
Long Term Measures Pillar 3	Average Household income of SEED participants	\$ 8,827 (same)

Metrics Analysis Q #4



Metric	CGI Goal	Current Total
Pillar 1: Energy Literacy	600 individuals	3,126 (5,210%)
Pillar 2: STEM Education	8,000 Students	4,382 (55%)
Pillar 3: Workforce Development	1,000 trained	714 (71%)
	1,000 employed	503 (50%)
Long Term Measures Pillar 1	Energy Savings at properties with SEED participants	\$211,537 (inc. \$11,038)
Long Term Measures Pillar 2	Number of new partnerships created for SEED	32 Avg. (inc. 2)
	Number of existing ongoing partnerships supporting SEED	115 Avg. (inc. 41)
Long Term Measures Pillar 3	Average Household income of SEED participants	\$ 8,829 (inc. \$2)

Announcements



- The next Energy is Everywhere Webinar will be Thursday October 20, 2016 from 3-4 PM (EDT)
- The next virtual SEED Pilot Site Quarterly meeting will be Tuesday January 10th 2017 from 1-2 PM (EST)
- Q#5 Metrics (Sept. – Nov. 2015) **Wednesday December 14th or sooner.**



Thanks!

For Questions and Contact Us:

SEEDinitiative@hud.gov